

# Bank5 Connect - #2 Online Only Bank in USA, 3,000 + Customers

With SEO and content, we beat paid ads, designed, built and launched a site that gets thousands of customers

## Case Study Background

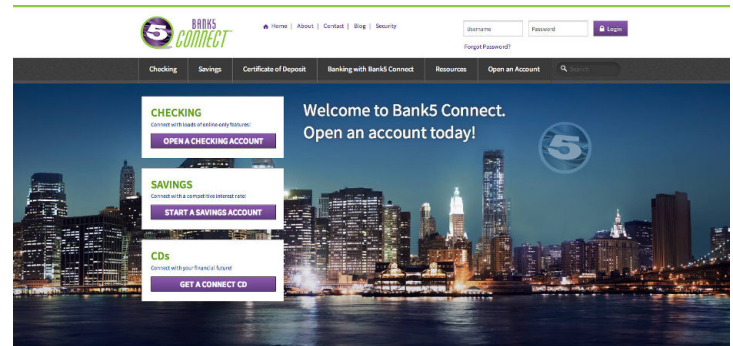
BankFive has a pedigree that most local banks dream of. This Fall River, Massachusetts-based financial services institution has 13 locations, a history dating back more than 150 years, and the support of the entire South Coast of Massachusetts. They're community leaders and keep current with cutting-edge banking technology. BankFive is as well-positioned for growth as any bank can be.

## The Problem

Despite having everything in its favor, BankFive was predicting an astonishingly low .02% growth rate in deposits over the next few years in its geographic region — and the bank had maxed out its geographic footprint. In order to expand beyond its current boundaries, BankFive would have to build more branches, which are prohibitively expensive.

## The Challenge

What could BankFive do to bring in new customers and put the deposit trend line back on the upswing? There was only one direction for them to go, and that was online. BankFive already had an online presence, but they were seeing online-only banks starting to pick up momentum and grab market share. They needed a partner that could not only build them an online-only site, but help them maintain high search engine rankings, keep them optimized, and support them as they staked a claim in the online-only banking world.



### New to BankFive Connect?

Join us today and benefit from all the great rates!

[JOIN NOW](#)



### Online-only banking? What's that?

That's actually a very good question. And it lends itself to a lot of other questions. If my bank is completely online, how do I deposit money into it? How do I get my money out of it? If I have a question, do I have access to customer service? And most important of all, is it safe?

BankFive Connect has the answers. We've designed this site to be clear, direct, simple, and leave no financial stone unturned. Wherever you click, you'll find a full explanation of what you're seeing and how to get it. And if anything's unclear, we're only a chat window away.

So feel free to look over our products and services, and let us know if you need anything.

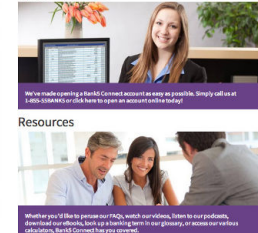
### Rate Center

Annual Percentage Yield	
6 MONTH CD	0.70%
12 MONTH CD	0.95%
18 MONTH CD	1.00%
24 MONTH INVESTMENT CD	1.10%

[See All of Our Rate Information](#)

[Checking](#) [Savings](#) [Connect CD](#) [Rollup CD](#)

### Open an Account



We've made opening a BankFive Connect account as easy as possible. Simply call us at 1-800-333-3333 or click here to open an account online today!

[See All of Our Rate Information](#)

[Resources](#)

Whether you'd like to preset our FDICs, match our rates, have us open your accounts, deposit your money, bank up your savings, or have us help you with your retirement, BankFive Connect has you covered.

### Overview Video



JOIN US | 13th LOCATIONS | CONTACT INFO | PRIVACY POLICY | SECURITY | TERMS AND CONDITIONS | COMMUNITY REINVESTMENT ACT  
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# The Online-Only Bank Marketing Strategy and Solution

BankFive created an online-only entity known as Bank5 Connect and partnered with McDougall Interactive Marketing to help them take it from concept to launch. McDougall created the site's design, copy, and nuts and bolts over a period of four months and guided it to a successful debut at [www.bank5connect.com](http://www.bank5connect.com) in July 2013.

While it was tempting to focus on paid search, McDougall knew that competitors like Ally Bank were also doing content marketing and promoting thought leadership, so a more integrated approach was called for. Through sharing helpful content and promoting BankFive's thought leadership, McDougall sought to increase conversions and create a stronger value proposition.

## Bank Marketing Tactics

- Value proposition optimization
- Conversion optimized website
- A/B Testing
- Highly persuasive landing pages
- Video and podcasting (optimized for Google Hummingbird with transcriptions)
- Ebooks written for top-of-the-funnel calls to action
- Persuasive and informative website content (100% of content written by McDougall Interactive)
- Weekly blogging
- Social Media Marketing
- SEO
- Paid search management (Google Adwords, Facebook ads, and more)
- Crazy Egg heat mapping and extensive user testing analysis
- Third-party analytics tracking to determine ROI when users sign up and make deposits off the main URL

## The Results

The new site was an instant hit and generated millions of dollars in deposits at a fraction of the expected paid search spend in a very short amount of time. BankFive then signed a substantial new contract with McDougall for all of their financial services marketing needs. BankFive was getting noticed, and many other banks started picking our brains.

## Highlights

- Massive Media Attention
- Over 50 Million+ in deposits in a reasonably short time after launch
- Thousands of New Customers Per Year
- High Deposit Customers
- Low Paid Search Advertising Spend
- National Brand Exposure

## Digital Marketing - Financial Marketing Awards

Bank5 Connect won best of show and three NEFMA awards. Here are four of our team members with BankFive at the New England Financial Marketing Awards ceremony!



The awards:



## Media Attention



#1. Ally (Over \$200 million annual budget)

#2. Bank5 Connect

THE  
HUFFINGTON  
POST

& WORLD REPORT  
**U.S. News**

**Kiplinger**

**GO**BankingRates

nerdwallet

fat  
wallet  
com

LAS VEGAS  
REVIEW-JOURNAL

BREAKING  
FINANCE  
NEWS

DEPOSITACCOUNTS.com

philly.com

magnify  
money™

DailyFinance

Jennifer LaFrance, BankFive's First Vice President, says of McDougall Interactive's work:

*"I wanted to let you know that I am thrilled with the design of Bank5 Connect. You and your team did a fantastic job on a tight time schedule. I couldn't be happier with the results."*

And here is what marketing director John Cooke, now our great friend, has to say:

[https://www.youtube.com/watch?v=2H\\_uAuqsAv8](https://www.youtube.com/watch?v=2H_uAuqsAv8)

Get more information about our [bank marketing services](#).